

Fauquier County  
Department of Economic Development  
Tourism Program

Question A: *What is the current mission and goals for the Tourism Program?*

Mission

To increase county revenues, local employment opportunities and to help preserve the quality of life in Fauquier County by coordinating and enhancing the economic sector of tourism.

Goals

Expansion of Tourism Sector – Marketing:

- To encourage cross marketing among Fauquier County tourism businesses by developing programs that increase local tourism and travel trade revenue.
- To work closely with the Town of Warrenton, the Visitor Center and other support programs to cooperatively promote Fauquier County tourism businesses and initiatives.
- To promote increased visitation to farms and Agri-tourism events that help strengthen awareness of Fauquier County's rich agricultural heritage.
- To expand the tourism web site to become a stronger information and marketing tool for local tourism businesses.
- To develop an in-house tourism business database.
- To promote Fauquier County's seasonal programs, exhibits and events to local and regional media businesses through an in-house media database.
- To utilize State resources and marketing guides to promote Fauquier businesses and events.

Evaluation of Program – Data Collection:

- To prepare an annual report to the Board of Supervisors identifying growth trends in tourism in Fauquier County.
- To establish a tourism database to provide and report local tourism employment and revenue growth trends.

#### Existing Programs:

- A monthly tourism newsletter designed to provide information to tourism businesses.
- A focused effort to encourage enhancement of, and support for, the County's history and cultural heritage.
- An effort to provide support for maintaining a quality of life that encourages preservation.
- Providing staff support for tourism development initiatives brought forth by the Tourism Advisory Committee.

#### Development of New Initiatives:

- To develop new marketing initiatives for tourism.
- To establish the Tourism Program as the major source for information and marketing initiatives for Fauquier County.

#### Question B: *What has the Tourism Program accomplished to date?*

##### Marketing:

- Media and advertising efforts for the Fauquier County Farm Tour:
  - Recommended ad design and placed ads in area newspapers.
  - Created and distributed Public Service Announcements to promote the Farm Tour through area radio stations.
  - Participated in a live radio broadcast to promote the Farm Tour.
  - Worked with Farm Tour Committee to establish a means to track attendance.
- Assisted the Remington Fall Festival Committee:
  - Developed a Public Service Announcement, which was broadcasted through area radio stations.

- Participated in a live radio broadcast promoting The Festival.
- Promoted The Festival event on the County's tourism web site.
- Estimated visitation in 2003 showed an 11% increase over 2002.
- Successfully submitted 27 Fauquier County tourism businesses to the Virginia Tourism Corporation's 2004 Travel Guide.
- Developed three group travel itineraries for promotion in the Virginia Tourism Corporation's 2004 Group Travel Guide and on the State's tourism web site.
- Provided information on eight Fauquier County tourism businesses for listing in the 2004-05 Virginia Meeting Guide.

#### Data Collection:

- Helped to develop the Farm Tour Visitor Survey.
- Developing a comprehensive database to track sales of tourism businesses.
- Work with the Department of Information Technology to upgrade the County's tourism web site.

#### Existing Programs:

- Designed and distributed a monthly tourism newsletter to businesses in Fauquier County.
- Organized a Tourism Web Marketing Seminar in conjunction with the Small Business Development Center (SBDC), held on February 24, 2004.
- Cooperatively supporting area business with a travel writer's familiarization tour for May 21<sup>st</sup> - 22<sup>nd</sup>, hosting 10 national travel writers from the Society of American Travel Writers.
- Supporting area business to implement a Civil War Trails familiarization tour May 3<sup>rd</sup>, which may bring 25 to 40 travel professionals to Fauquier County.

#### Development of New Initiatives:

- Driving Tours highlighting the County's historic towns and scenic byways.

- Tourism Map, to be designed as a guide to showcase tourism businesses, natural resources, scenic byways, and historic towns.
- Advertising and media efforts to support the Piedmont Small Farms Festival – May 22<sup>nd</sup> and development and media support for new Piedmont Farm and Food Show – August 7<sup>th</sup>.
- Develop a “Fun in Fauquier Flyer” as a quarterly marketing piece to highlight upcoming events for visitors staying in area hotels.
- Work with area schools, libraries, and tourism businesses to develop potential programs for inclusion in the 2007 Jamestown Celebration Program.

**Question C: *How may tourism results be measured?***

**Marketing:**

- |                            |  |
|----------------------------|--|
| • Travel Trade Advertising | - Number of impressions that are generated through an advertisement in travel trade publications.              |
| • Web Site Promotions      | - Email or phone response to promotion on the County’s web site.   |
| • Travel Trade Editorial   | - Content size and number of impressions that are generated through an editorial in travel trade publications. |

**Data Collection:**

- |                              |  |
|------------------------------|--|
| • Lodging Revenue            | - Fauquier County Lodging Sales                                |
| • Restaurant Revenue         | - Fauquier County Restaurant Sales                             |
| • Travel Spending            | - Virginia Travel Spending Report by Jurisdiction              |
| • Visitor Center Statistics  | - Sharing Visitor Information from Visitor Center.             |
| • Web Site Tracking Results: |  |
| - Average Number of Visits   | - Tracking of monthly and annual web site visits.              |
| - Visitor Characteristics    | - What area, town or city the web site visits are originating. |
| • Seminar Results            | - Attendance and feedback from a training seminar(s).          |

#### Existing Programs:

- Newsletter - Improve communication through increase in distribution of the Tourism Newsletter.

#### Development of New Initiatives:

- Admissions Report - Inclusive report of yearly visitation and ticket sales from area attractions & events.
- Web Site Inquiry Page - Tool to obtain visitor's contact information and their travel interest from the web site.
- Activities Report - Tool to track new tourism businesses, attractions and activities occurring in the County.
- Visitor Surveys - Distributed at special events, attractions and lodging establishments.

#### AUXILIARY COUNTY TOURISM STATISTICS:

Fauquier County has over 184 tourism related businesses. Of those 184 businesses there are:

#### \*Fauquier County:

- Nine Bed and Breakfasts with a total of 63 rooms.
- Four hotel/motel facilities with a total of 247 rooms.
- Twenty-Three dining facilities.
- Twenty-Three gift shops, galleries and antique shops.
- Three Museums: Goldvein Mining Museum; African American Historical Association Museum; and Mount Bleak House at Sky Meadow State Park.
- Three outdoors parks: Sky Meadows State Park; C.M. Crockett Park; and Monroe Park.
- Numerous outdoor activities: Marriott Ranch Horse Back Riding; Flying Circus; Friday Night Polo at Great Meadow; Sky Meadow State Park Bridle Trail Rides; and Sumerduck Raceway.
- Two equestrian event centers: Great Meadow and Upperville Event Center.
- Three golf facilities: Kastle Green- public course and Fairway Golf Center and Fairview Golf Center- 2 practice ranges.
- Agri-tourism properties:

Eight Wineries: Linden Vineyards  
Mediterranean Cellars  
Naked Mountain Vineyard and Winery  
Oasis Winery  
Pearmund Cellars

Piedmont Vineyards and Winery  
Rogers Ford Farm and Winery  
Stillhouse Vineyards

Four Farms: Al-Mara Dairy Farm  
Pine Meadow-Goat & Rare Breed Farm  
Hide-Away Emu Ranch  
El Shaddai-Lama Farm

Five Orchards: Hartland Orchard  
Stribling Orchard  
Williams Peach Manor Orchard  
Valley View Orchard  
McConnell's Farm  
Davenport's Peach Orchard

Four Farmers Markets:  
Remington Farmers Market  
Archwood Green Barns  
Ridgeway Farmers Market  
Bill's Farm Market (Open seasonally).

\*Town of Warrenton:

- Two Bed and Breakfasts with a total of 17 rooms.
- Seven hotel/motel facilities with a total of 450 rooms.
- Forty-one dining facilities.
- Forty-Five gift shops, galleries and antique shops.
- One museum: The Old Jail Museum.
- Three outdoors parks: Rady Park; Academy Hill Park; and Greenway.
- One equestrian event center: Warrenton Equestrian Event Center.
- One Farmers Market (Open seasonally).

\*Source: Fauquier County Tourism Advisory Committee Community Inventory

AVAILABLE REVENUE SOURCES:

Fauquier County

Estimated Total Travel Spending: \$ 96,335,361

Source: Virginia Department of Taxation  
2001 Locality Impact Economic Profile

Actual Annual Restaurant Taxable Sales: \$ 53,148,590

Actual Lodging Taxable Sales: \$ 4,773,035

Source: Virginia Department of Taxation  
Year Ending December 31, 2002  
Taxable Sales by Business Classification  
Sales Tax Revenue Made February 1, 2002 – January 31, 2003